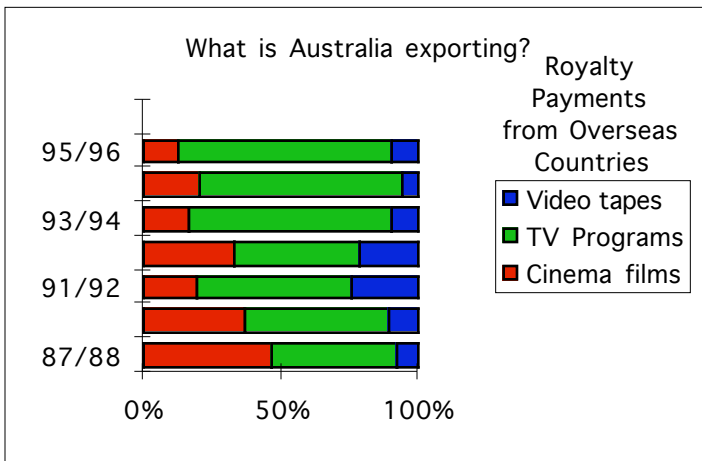


APPENDIX 1

Value of Exports by Media

Exports \$m	Cinema films	TV Programs	Video tapes
87/88	49	48	8
89/90	23	33	7
91/92	12	35	15
92/93	28	39	18
93/94	13	60	8
94/95	20	73	6
95/96	15	91	11



Source: AFC News Nov/Dec 1997

APPENDIX 2

CURRENT AUSTRALIAN CONTENT STANDARD

The Australian Content Standard does two things:

- it defines eligible Australian programs; and
- sets minimum amounts of Australian programs which must be broadcast by commercial television licensees.

The current standard has two main quota mechanisms: an overall transmission quota and sub quotas for specific types of programs.

The transmission quota sets a minimum level of 55% of Australian programming between 6.00 am and midnight.

There are sub quotas for drama, documentaries and children's programs.

Drama Quota

This works on a points system.

225 points required per year for first release drama programs broadcast between 5.00 pm and midnight.

The drama score is calculated on the basis of the format factor as follows:

- 1 point per hour for series/serials produced at the rate of less than 1 hour per week;
- 2 points per hour for series and serials produced at the rate of 1 hour or less per week;
- 3.2 per hour for feature films, mini-series, telemovies and one shot drama of less than 90 minutes.

In practice this means each station must broadcast between 80 and 258 hours per year depending on the type of program.

Documentaries

10 hours of first release documentaries

Children's programs

C Programs - ie. those for primary school children

- 130 hours of first release Australian programs including 32 hours of children's drama

P Programs -i.e. those for pre school children.

- 130 hours of first release pre school programs.

The Definition of Australian

The current standard defines Australian content in three ways:

- the creative elements test;
- 10BA certification;
- official Australian co-production status.

Under the creative elements test a program is an Australian program if:

- (a) the producer of the program is, or the producers of the program are, Australian (whether or not the program is produced in conjunction with a co-producer, or an executive producer, who is not an Australian citizen); and
- (b) either:
 - (i) the director or directors are Australian; or
 - (ii) the writer or writers are Australian; and
- (c) not less than 50% of the leading actors or on-screen presenters are Australians; and
- (d) in the case of drama program- not less than 75 per cent of the major supporting cast are Australian; and
- (e) the program :
 - (i) is produced and post-produced in Australia but may be filmed anywhere; and
 - (ii) in the case of a news, current affairs or sports program that is filmed outside Australia, may be produced or post produced outside Australia if to do otherwise would be impractical.